



The Voice of Green Business in Hawaii...

To educate,
promote and
advocate for
businesses,
organizations,
and green
professionals
working to
grow a thriving
local economy
for Hawaii.



Innovating Change in Your Business

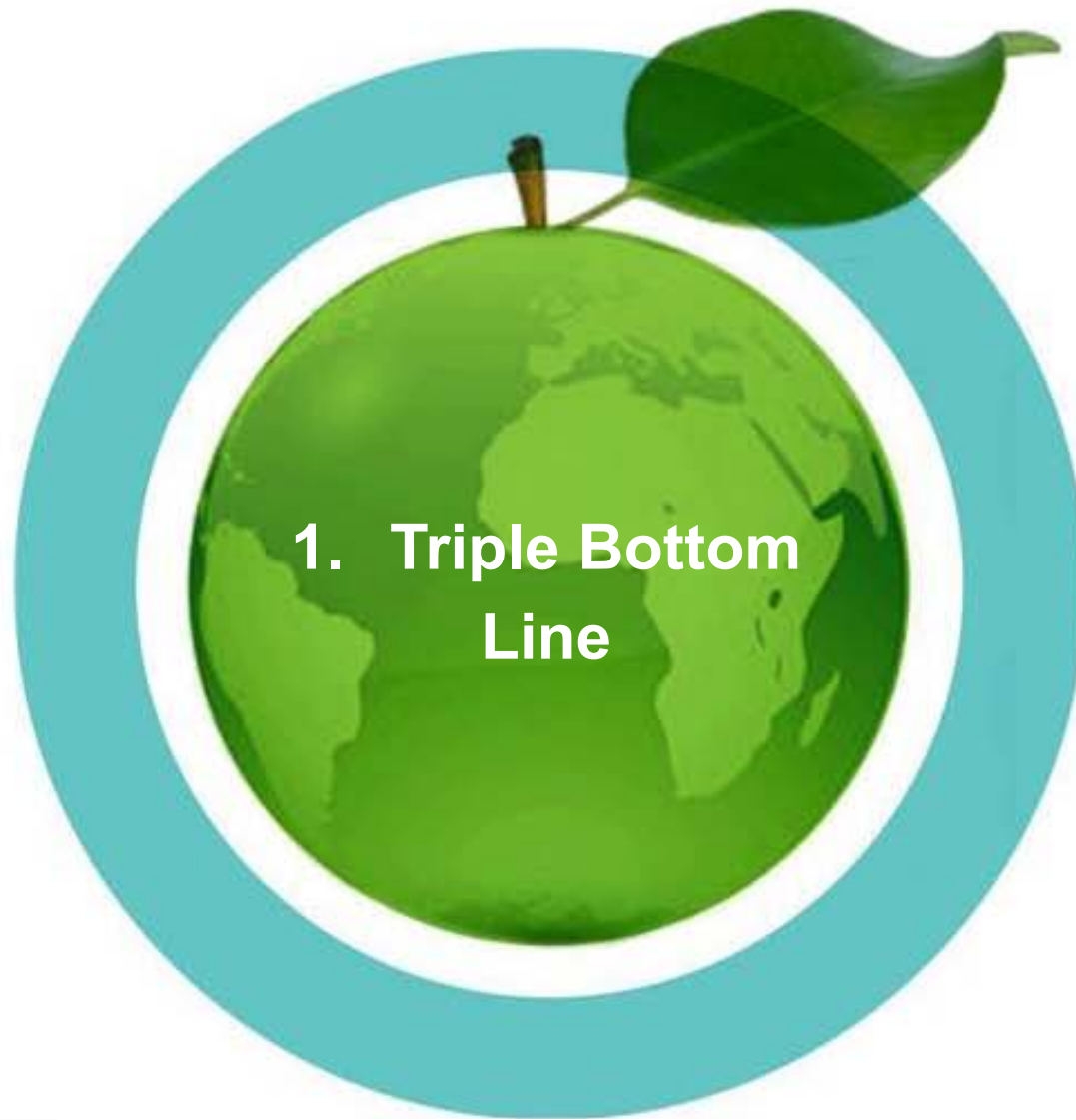
Shanah Trevenna BSc.Mech.Eng., M.Urban and Regional Planning
UHM Lecturer and Johnson Controls Hawaii Educational Consultant

Director	Student Energy Ambassador Development Program www.HawaiiSEAD.com
Coordinator	RISE-UH Internship Program www.RiseHI.org
Author	www.SurfingTsunamisOfChange.com
President	Sustainability Association of Hawaii http://www.sahawaii.org/
Board	Sustainable UH http://sustainable.hawaii.edu
Consultant	Cell: 808-772-1874 Email: trevenna@hawaii.edu

Guiding Principles for Sustainability in Business

1. Triple Bottom Line
2. Closed Loop Cycles
3. Ecological Footprint
4. Zero Waste
5. Zero Energy
6. Local First
7. Self-sufficiency





1. Triple Bottom Line



1. Triple Bottom Line

What do you consider when making a decision to buy something at the grocery store?

Were people paid a fair wage in making this product?

Who made this?

Where was this made?

How much does this cost?

How far was this shipped?

How is this packaged?

Is this recyclable?



1. Triple Bottom Line

These considerations boil down to the three legs of sustainability...



All three need to be strong for true sustainability.



1. Triple Bottom Line

Which of these things does a company consider when making any decision?

People

Profits

The Planet



1. Triple Bottom Line

People

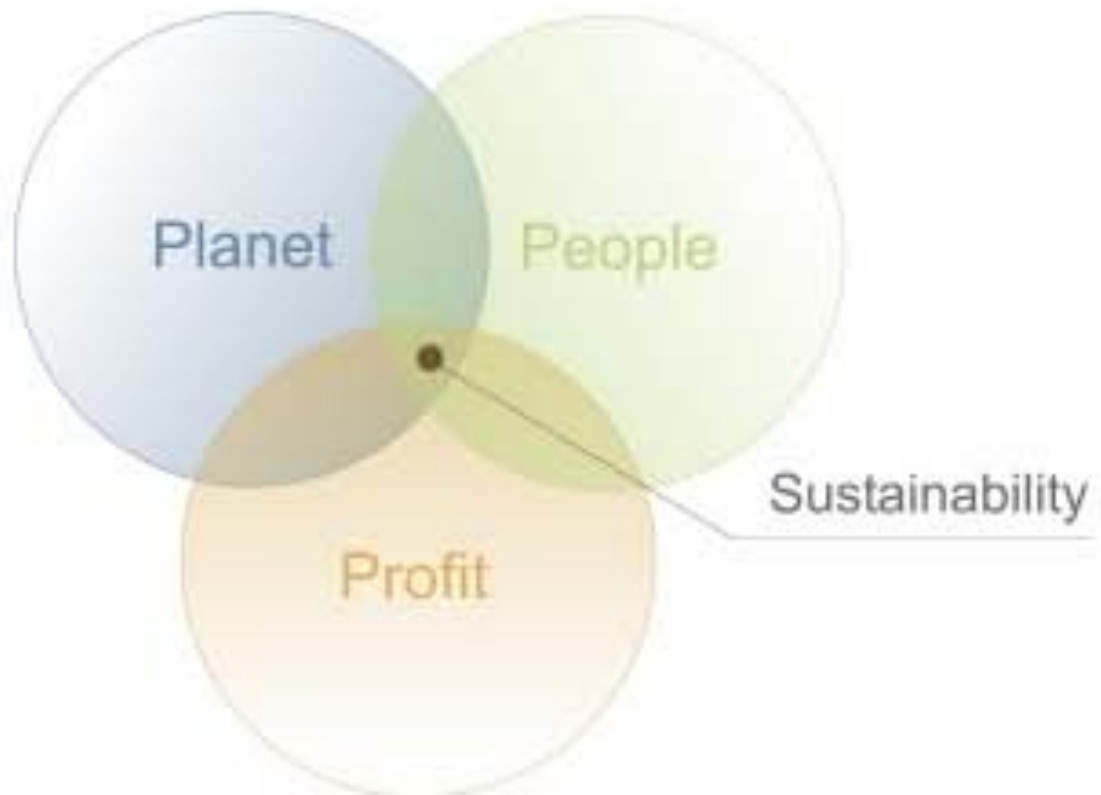
Profits

(The Bottom Line)

The Planet



1. Triple Bottom Line





1. Triple Bottom Line

The New Green Economy!

TIME's Greenest CEO

Ray Anderson of Interface Flooring

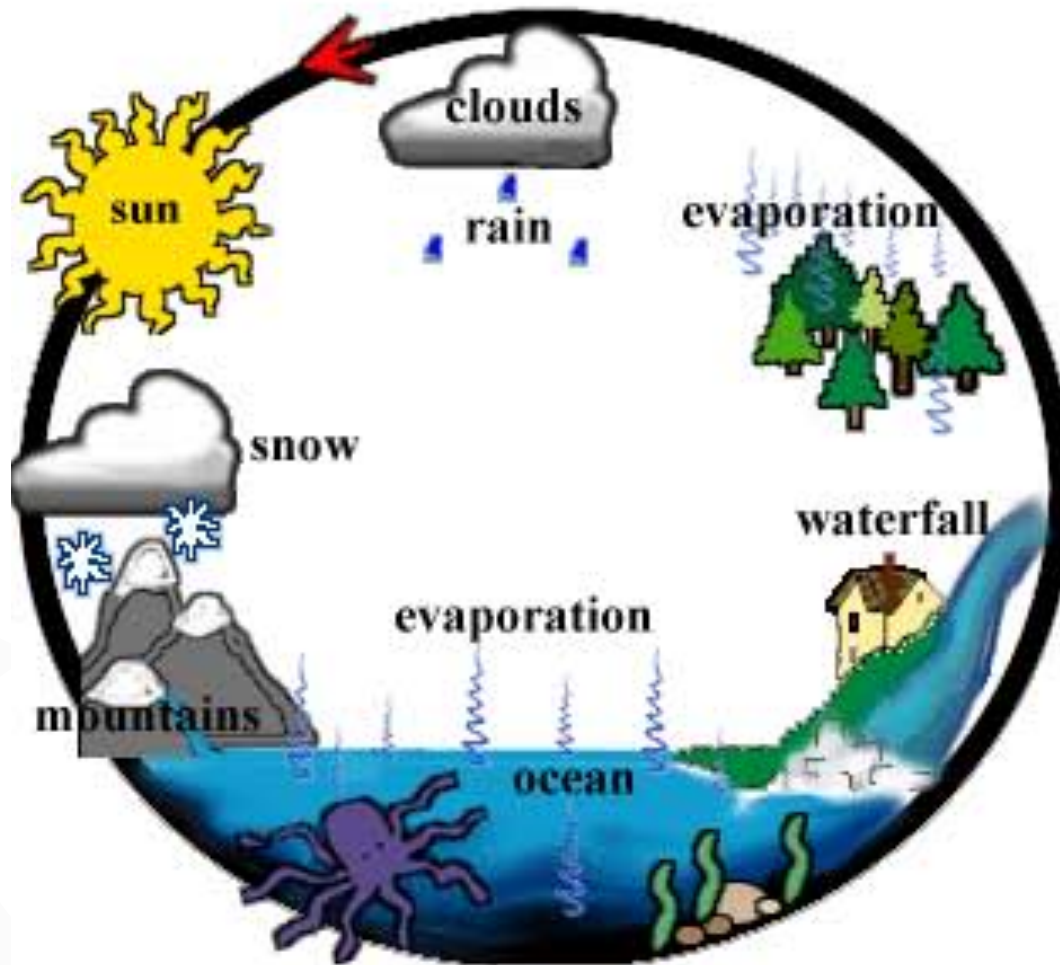




2. Closed Loop Cycles



2. Closed Loop Cycles





2. Closed Loop Cycles



WASTE = FOOD



2. Closed Loop Cycles

LINEAR PROCESS



CYCLIC PROCESS



WASTE = PROFIT



2. Closed Loop Cycles

ECO-INDUSTRIAL PARKS FOR A CIRCULAR ECONOMY



2. Closed Loop Cycles

BUSINESS ALLIANCE FOR LOCAL LIVING ECONOMIES



www.livingeconomies.org

HOME ABOUT NETWORKS BALLE CORE BALLE BOLD ENTREPRENEURS CONFERENCE



SUSTAINABLE
AGRICULTURE



RENEWABLE
ENERGY



ZERO-WASTE
MANUFACTURING



INDEPENDENT
RETAIL



COMMUNITY
CAPITAL



GREEN
BUILDING

GET INVOLVED

FIND A NETWORK

BALLE BLOG

New home of Michael
Shuman's Small-Mart Blog!



6. Local First



6. Local First

WHY LOCAL FIRST?

1. Cheaper prices and increased revenue by avoiding the middle man. (Buying direct enable suppliers to keep 80-90% of each dollar spent by consumer)





6. Local First

WHY LOCAL FIRST?

2. Keeps money in local economy

Austin, Texas: \$100 spent locally, circulated \$45 in the local economy. \$100 spent on large national chain only circulated \$13 in the local economy, mostly in the form of low-wage jobs

\$45



\$13





6. Local First

WHY LOCAL FIRST?

2. Keeps money in local economy

Midcoast, Maine: Locally owned businesses spend about 44% of their revenue locally, compared to large chains that spend an estimated 14% of their revenue locally. Most of the revenue is spent on out-of-state suppliers, employees and stockholders

44%



14%





6. Local First

WHY LOCAL FIRST?

2. Keeps money in local economy

Chicago, Illinois: Every square foot occupied by a locally owned business impact the local economy by \$179, versus \$105 for a chain store.

\$179



\$105

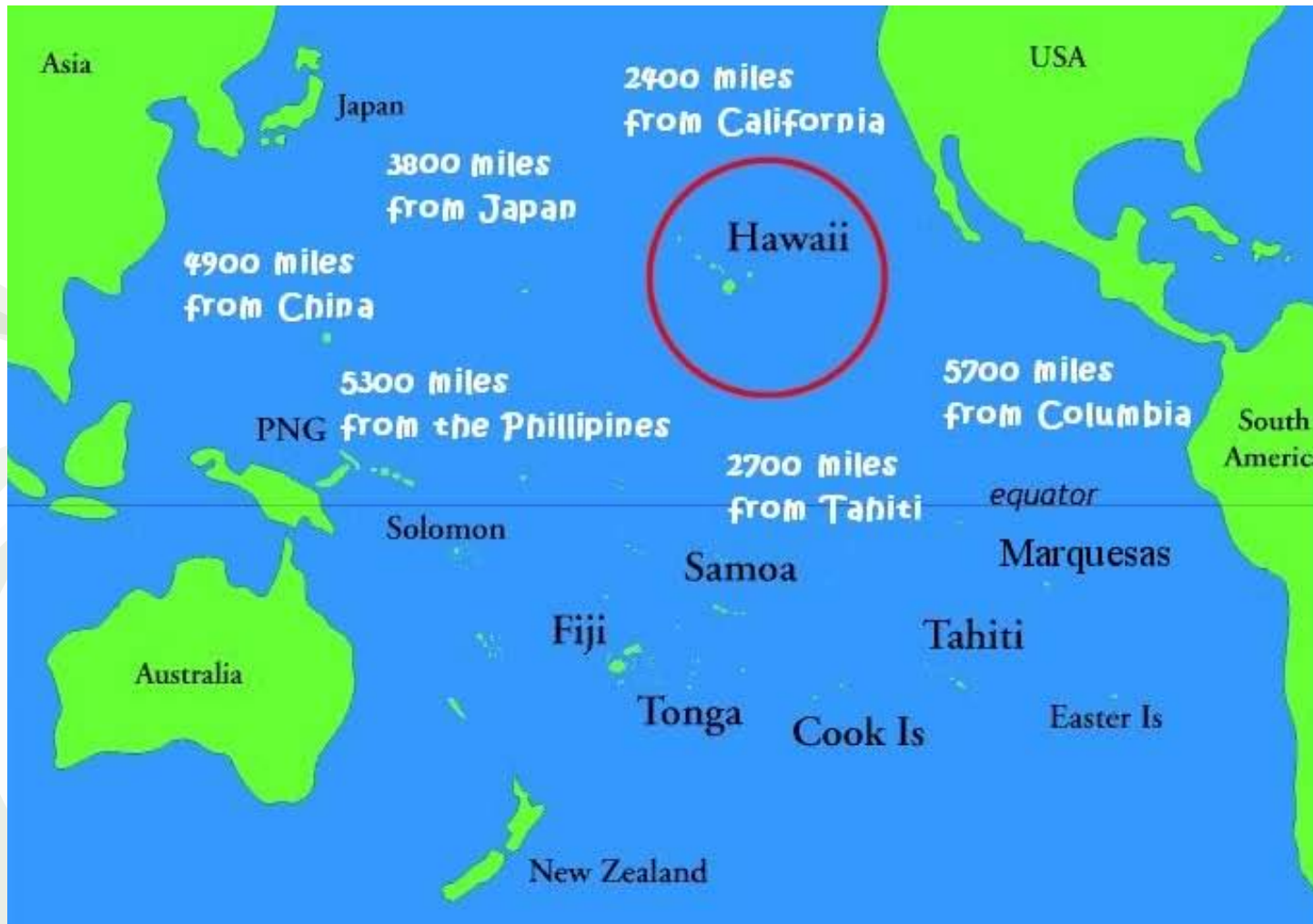




6. Local First

WHY LOCAL FIRST?

Decreases Your Ecological Footprint





WHAT SUFFOCATES
CHANGE!?

1. PATH DEPENDENCY

Why the same path is chosen in the face of better options.



2. RISK AVERSION & LIABILITY



2. RISK AVERSION & LIABILITY



2. RISK AVERSION & LIABILITY





Sustainable Saunders

• LIVE • CONNECT • CREATE •



126,738 square feet
37.56 kW/yr per square foot



college of social sciences

UNIVERSITY OF HAWAII AT MĀNOA

IMPLEMENTING CHANGE: Saunders Hall Energy Audit

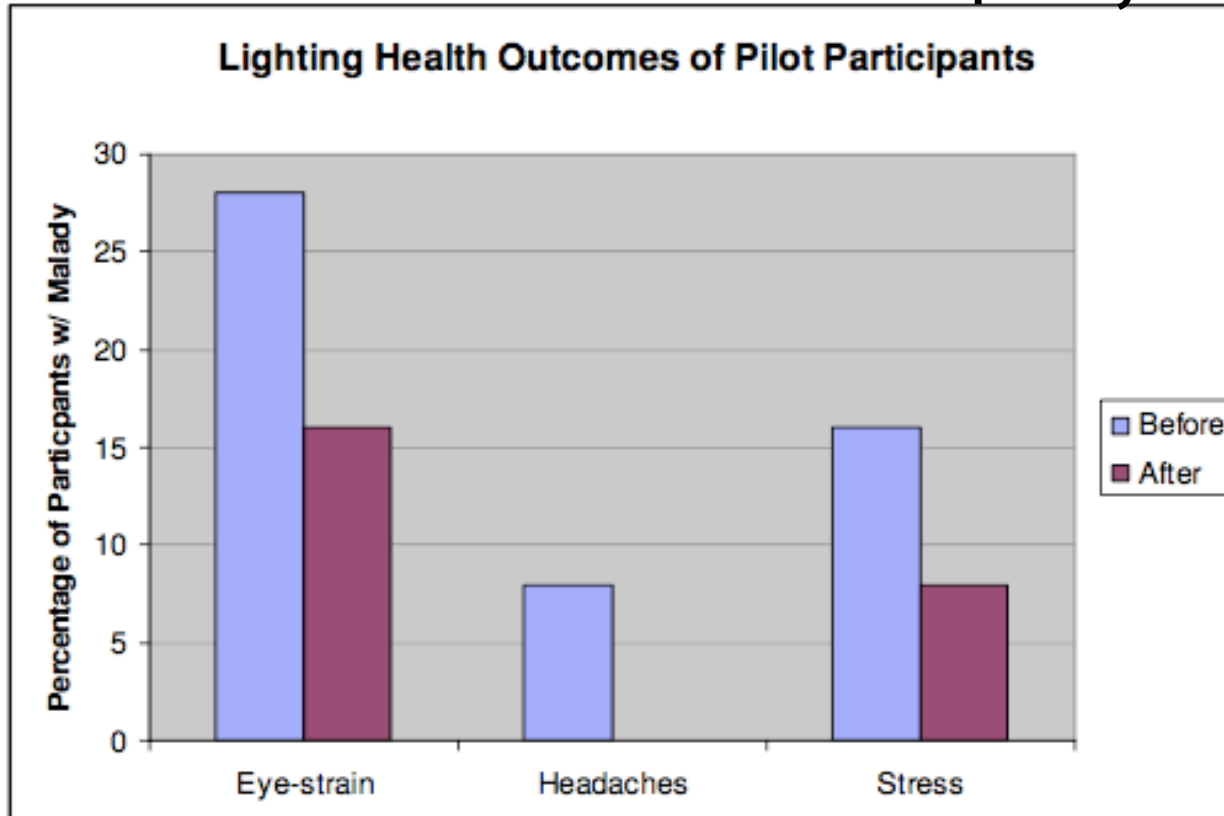


*The number one way to
address path
dependency and
risk aversion:*

Perform a PILOT!

IMPLEMENTING CHANGE: Saunders Hall De-lamping

DE-LAMP SAVINGS: \$15,000



Prove success by measuring the triple bottom line!

IMPLEMENTING CHANGE: Saunders Air Conditioning



CLO = 1.0
prefers 72 F



CLO = 0.5
prefers 76 F

IMPLEMENTING CHANGE

Without spending a cent the building's energy use has been reduced by:

26%

Generating Annual Savings of:

\$149,900

Just by bringing lighting and A/C into healthy levels!

Mahalo!!

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